

<b>Title of Report:</b>	<b>2020 Event Programme</b>
<b>Committee Report Submitted To:</b>	<b>The Leisure and Development Committee</b>
<b>Date of Meeting:</b>	<b>17th December 2019</b>
<b>For Decision or For Information</b>	<b>For Decision</b>

<b>Linkage to Council Strategy (2019-23)</b>	
Strategic Theme	Promote our tourist offer locally and internationally
Outcome	Improve prosperity  To provide a balanced portfolio for major events across the Borough and facilitate partnership with other event promoters.
Lead Officer	Head of Tourism and Recreation

<b>Budgetary Considerations</b>	
Cost of Proposal	<b>£ 558,495</b>
Included in Current Year Estimates	<b>n/a</b>
Capital/Revenue	Revenue
Code	
Staffing Costs	n/a

<b>Screening Requirements</b>	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	n/a	Date:
	EQIA Required and Completed:	n/a	Date:
Rural Needs Assessment (RNA)	Screening Completed	n/a	Date:
	RNA Required and Completed:	n/a	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	n/a	Date:
	DPIA Required and Completed:	n/a	Date:

## 1.0 Purpose of this report

The purpose of this report is to present to Members a synopsis of events that could be directly delivered by Council's Events Team in 2020 / 2021 in advance of the budget-setting process and to seek direction from Elected Members regarding implementation with available resources.

## 2.0 Background

Causeway Coast and Glens Borough Council has, within its Tourism and Recreation remit, a policy on the delivery along with the support for others to deliver quality events across the area, inspiring visitors to stay and spend within the local economy.

It is recognised that many of the Council-led events bring significant return on investment, with examples including a direct economic impact of £2.3 million being experienced for both the Lammis Fair and Airwaves events.

Objectives for the event remit include:

- To provide high profile, one-off and recurring events which complement the current portfolio.
- To develop a core number of events which are unique and embedded in the character of the area.
- Act as a significant contributor to our economy and provide a strong evidential base for this.
- Work in collaborative partnership with public/private and voluntary sectors to achieve successful event delivery, with clearly identified and understood roles.
- Create successful high-quality events throughout the calendar year.
- The Council area will be recognised as a place to host major events for the benefit of the citizens of the area and visitors, ensuring that impact and legacy are delivered on an ongoing basis.

Council currently supports events through three strands:

- a. **Council Events** - Events which are managed and delivered by Council.
- b. **TEFP Events (Tourism Events Funding Programme)** - Events which are financially supported by Council. This fund supports a range of large and small event providers and is administrated jointly by the Tourism Events Team and the Funding Unit.
- c. **External Assisted Events** - Events which benefit the Borough and are assisted by Council in many ways, such as the use of land, infrastructure, human resources.

## 3.0 Council Managed Events for 2020

Council has a varied portfolio of activities, managed directly by the Events Team, taking place across the Borough throughout the year. **Table 1** details events that could be delivered by the Events Team for 2020 / 2021, given the appropriate budget and resource support to be approved by Elected Members.

With the number and organisational complexity of the Tourism and Recreational Events remit, Officers are seeking direction from Elected Members, with a view to agreeing on an events schedule for 2020 / 2021. This will allow the Events Team to plan for next year's events and ensure that dates are confirmed and is subject to confirmation of financial resources, as part of the rates setting process.

**Table 1**

<b>Event</b>	<b>Date</b>	<b>Budget Requirement 2020</b>
Spring Fair	Saturday 12 <sup>th</sup> April	£16,500
Easter Seasonal Programme	Sunday 12 <sup>th</sup> - Monday 13 <sup>th</sup> April	£1,500
Rhythm of the Bann	Sunday 9 <sup>th</sup> – Sunday 10 <sup>th</sup> May	£21,000
NW200 Race Week Festival	Sunday 10 <sup>th</sup> - Saturday 16 <sup>th</sup> May	£22,555
Rathlin Sound Maritime Festival	Friday 22 <sup>nd</sup> May - Sunday 31 <sup>st</sup> May	£25,000
Salmon and Whiskey Festival	Saturday 13 <sup>th</sup> - Sunday 14 <sup>th</sup> June	£20,000
Seasonal Summer Programme (Summer Theatre Programme)	Monday 6 <sup>th</sup> July - Friday 21 <sup>st</sup> August	£7,000
Summer Fireworks Evening (Finale of Red Sails) Portstewart	Saturday 25 <sup>th</sup> July	£7,055 (Fireworks)
Summer Entertainment and Fireworks Evening Portrush	Saturday 15 <sup>th</sup> August	£7,555
Auld Lammas Fair	Saturday 22 <sup>nd</sup> - Tuesday 25 <sup>th</sup> August	£90,555
Airwaves	Saturday 5 <sup>th</sup> - Sunday 6 <sup>th</sup> September	£234,555
Seasonal Halloween Events x 4	TBC Wednesday 28 <sup>th</sup> - Saturday 31 <sup>st</sup> October Wednesday 28 <sup>th</sup> - Ballymoney Thursday 29 <sup>th</sup> - Limavady Friday 30 <sup>th</sup> - Coleraine Friday 31 <sup>st</sup> – Ballycastle	£32,220
Atlantic Sessions	TBC Thursday 13 <sup>th</sup> - Sunday 15 <sup>th</sup> November	£18,000
Seasonal Christmas Light Switch On's (to include Festive Fund)	TBC - November and December Ballymoney - 20 <sup>th</sup> November Limavady - 22 <sup>nd</sup> November Ballycastle - 26 <sup>th</sup> November Coleraine - 27 <sup>th</sup> November Portstewart - 28 <sup>th</sup> November Dungiven - 28 <sup>th</sup> November Garvagh - 30 <sup>th</sup> November Portrush - 4 <sup>th</sup> December Kilrea - 5 <sup>th</sup> December	£55,000 (includes Festive Fund and Management Costs £5,000)
<b>Total Request</b>	<b>£558,495</b>	

### 3.1 Additional Resources Required for 2020

Over the last number of years, the Tourism and Recreation remit has seen as additional burden on resources coming from external influences. Greater scrutiny around Traffic Management and Health and Safety have impacted on the resources required to deliver events. The impact of this is to maintain the status quo in the events schedule, the cost of delivery has increased for 2020/2021.

### 4.0 Tourism Event Funding Programme

In advance of the 2020 rates setting process, Officers want to highlight the strong likelihood of this Fund being oversubscribed. In 2019, £364,200 was apportioned to this Fund after an additional £113,700 was approved by Council to meet the funding through TEF (original budget for 2019 was £250,500).

### 5.0 Recommendation

**The Leisure and Development Committee is asked to give consideration to the schedule of managed event activity detailed for the incoming year and to give approval to allow the Event Team to schedule, plan and allocate the financial resources required to allow for the delivery of the events listed in Table 1, subject to rates setting process.**